WHAT IS CLAIMED IS:

1. A selective calling receiver comprising:

a first table storing in advance setting information for automatically stopping sound generation and switching to another alert operation;

a second table storing in advance setting information for continuous sound generation; and

a control section for generating an alert instruction determined on the basis of one of the setting information stored in the first table and the setting information stored in the second table in response to a received radio signal containing an ID number.

- 2. A receiver according to claim 1, wherein
- a sound pattern in automatic stop and that in continuous sound generation are different from each other.
 - 3. A receiver according to claim 1, wherein

the setting information stored in the first table contains

a number corresponding to the ID number,

an instruction for instructing whether sound generation is to be automatically stopped,

an instruction for instructing whether the alert operation is to be switched to another alert operation, and

an instruction for instructing the alert operation

using sound generation.

4. A receiver according to claim 3, wherein the instruction for the alert operation using sound generation includes

an instruction for a volume of sound,
an instruction for a pattern of beep sound,
an instruction for a pattern of melody sound, and
an instruction for a frequency of the sound.

5. A receiver according to claim 1, wherein the setting information stored in the second table contains

an instruction for a type of sound set on the basis of current consumption of an alert section operated in response to the alert instruction, and

an instruction for a volume of the sound.

6. A receiver according to claim 1, wherein the setting information stored in the second table contains

an instruction for a frequency of sound, the frequency being selected from a plurality of frequencies set in advance,

an instruction for a volume of the sound, the volumes being selected from a plurality of volumes set in advance, and

an instruction for a type of the sound, the type

being set on the basis of current consumption of an alert section operated in response to the alert instruction.

- 7. A receiver according to claim 3, wherein another alert operation is an alert operation using vibration.
- 8. A receiver according to claim 1, wherein said receiver further comprises an external switch for switching the alert operation using sound generation based on the setting information in the second table to another alert operation based on the setting information in the first table.
- 9. A receiver according to claim 8, wherein another alert operation is an alert operation using vibration.
- 10. A method of switching an alert operation of a selective calling receiver, comprising the steps of:
- (a) looking up a first table which stores in advance automatically stopping setting information for generation and switching to another alert operation in response to a received radio signal containing an number, the setting information containing a corresponding to the ID number and an instruction for instructing whether sound generation is to be automatically stopped;
 - (b) when it is determined by looking up the first

table that the instruction is an instruction for automatically stopping sound generation, generating an alert instruction determined on the basis of the setting information for automatically stopping sound generation; and

(c) when it is determined by looking up the first table that the instruction is an instruction for inhibiting automatic stop of sound generation, looking up a second table which stores in advance setting information for continuously generating sound and generating an alert instruction determined on the basis of the setting information for continuously generating sound.